

By: Delegate Judith C. Toth

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RESOLUTION

A Resolution concerning

ALCOHOLIC BEVERAGES - BROADCAST AND TELEVISED
ADVERTISEMENT LIMITATION

FOR the purpose of requesting the United States Congress to pass legislation that will prohibit the advertising on national radio and television of alcoholic beverages (during sporting events) that are broadcast or televised during prime media time.

WHEREAS, Millions of adults and children in this country enjoy watching and following nationally televised and broadcast sporting events; and

WHEREAS, Producers of alcoholic beverages frequently sponsor advertisements to be aired during these events; and

WHEREAS, Through the use of persuasive techniques, advertisements develop the public interest in alcoholic beverages with only a limited effort to inform the public of the health risks; and

WHEREAS, Children spend more time watching television and listening to radio than any other single leisure activity; and

WHEREAS, A child's eating and drinking habits can be greatly influenced by advertisements on television and radio; and

WHEREAS, Advertisements that establish an association between people drinking alcoholic beverages and pleasure have been successful in tempting persons to try the product because the advertisement is portrayed in such a manner that the intended consumer is led to believe that the use of this product is a socially accepted way of modern living; and

WHEREAS, Encouraging people to drink alcoholic beverages is counter to the public health interest; and

WHEREAS, While Congress is concerned with all problems relating to alcoholism and alcohol abuse, permitting the advertisement of alcoholic beverages runs counter to that concern; now, therefore, be it

RESOLVED, BY THE NATIONAL CONFERENCE OF STATE LEGISLATORS, That the Congress of the United States is requested to pass legislation to prohibit the advertising of alcoholic beverages on national television and radio during sporting events that are televised or broadcasted on prime media time.

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